

Track 1: VALUE co-creation in public services

Thursday, 21st January 2021

Friday, 22nd January 2021

VALUE_Session 1. Value cocreation and participation 11:30 – 12:45
Chair: Rolf Ronning
Co-creation and co-destruction of value in public services – A struggle between conflicting interests Magnussen, Siv; Rønning, Rolf
Value creation through intrinsic participation: the importance of context Strokosch, Kirsty; Osborne, Stephen; Zhu, Edwina Yida
Levers of citizen participation in co-creation Zadra-Veil, Cathy; Fragny, Benjamin
Radical value co-creation in public services: A Pragmatist case Kaszynska, Patrycja
VALUE_Session 2. Challenges for public value cocreation 15:15 – 16:30
Chair: György Drotos
Political and Cultural Determinants of Public Sector Innovation and Value Co-creation. The Case of Hungary Drótos, György; Miklós, Rosta
Interactive value formation: exploring the literature on the side dark of the service experience from the perspective of value co-destruction, (VCD) Silva Farias, Josivania; Calhau Codá, Renato; Freitas, Dias, Gilmará; Celis Leon, Andrea; Oliveira Militão, Luciana; Miranda Martins, Isabela
The evolution of public management at the Spanish National Health System García-Goñi, Manuel
Understanding the Dynamics and Challenges of Multi-Actor Collaborations in the Co-creation of Public Value Yuan, Qianli; Gasco-Hernandez, Mila; Gil-Garcia, J. Ramon

VALUE_Session 3. The territorial and social dimensión 08:00 - 09:30
Chair: Metka Stare
Students' and parents' co-production in compulsory education: insights and challenges for public services Díaz-Fuentes, Daniel; Fernández-Gutiérrez, Marcos
From City to City-as-a-Service exploring the transformation through the lenses of servitization and service-dominant logic Viljakainen, Anna; Hyytinen, Kirsi; Toivonen, Marja
Organizations CSR strategies: A long-run sustainability value creation model Moreno, Manuel; Mañas, Elena; Montes, Óscar René; Fernández, Beatriz
Social innovation in extreme institutional contexts: a case study of Non-government organization in Palestine Morrar, Rabeh; Sofiane Baba
VALUE_Session 4. Business vs Public Cocreation 11.15 – 12:30
Chair: Jakob Mickelsson
Co-creation challenges in public sector - what can we learn from private sector? Lindland, Kristiane Marie Fjaer
Transformation towards service(s) in Public Research and Technology Organizations Viljakainen, Anna; Hyytinen, Kirsi; Toivonen, Marja
The Continuing Evolution of Value Research in Service Marketing Mickelsson, Jacob; Medberg, Gustav
Value co-creation and innovation: the case of Portuguese firms Madeira, João Pedro; Torres, Preto Miguel